

Helping Retailers Measure ROO, ROE and ROI for Digital Signage



To run successful digital signage campaigns in a retail setting, it's useful to evaluate return on objectives (ROO), return on expectations (ROE) and, ultimately, return on investment (ROI). Measuring these three key business performance metrics will provide insights about what is going on in your store, help you more fully understand your audience and give you greater insights into the results that your marketing messages are generating.

With the growing need for in-store business intelligence tied to digital signage, retailers are looking for solutions to deliver more relevant messages, collect and organize data, and drive business goals. With the introduction of NEC's new Analytics Learning Platform (ALP) – which combines digital signage, cloud-based analytics and big data analysis, and edge-based real-time triggers and action – retailers are now getting the necessary tools to plan objectives and expectations from the outset, as well design the means to measure a campaign's results. Retailers can then more accurately measure the ROO/ROI of their digital signage network.

The Benefits of a Business Intelligence Platform

To overcome the challenges posed by online and traditional competitors, brick-and-mortar retailers are seeking new ways to improve the customer experience. A business intelligence system, like NEC's ALP, provides real-time data that can help retailers use digital signage more effectively, delivering relevant, impactful messages to shoppers. By combining your digital signage network with intelligence from sensors, triggers, POS, location-based data, alerts, social media trends and other data sources, you can guide consumers through your store, as well as drive customer engagement and increase sales.

Even better, a business intelligence platform also gathers and organizes data. Analysis of this data enables the measurement of ROO, ROE and ROI, providing a better grasp of the impact that content has on engagement and sales. Retailers can see which content triggered positive customer experiences; better understand shopper demographics, such as age and gender; and determine which what times of day and which areas of the store customers are visiting the most.

Defining and Measuring Business Goals

Three types of measurements are highly relevant to digital signage networks: ROO, ROE and ROI. You're probably most familiar with ROI, but ROO and ROE are helpful for assessing a digital signage marketing campaign. That's because it's often difficult or not feasible to tie sales directly to digital signage.

ROO (Return on Objective) has proven to be an effective measurement tool for digital signage marketing campaigns. It focuses on planning and achieving specific measurable objectives. By starting with these objectives in mind, you can design measurements of your objectives.

Successfully calculating ROO, however, requires defining both your key objectives and your expected outcomes. Key objectives can include a wide variety of elements. For example, if your business wants to increase sales of children's clothing by using a digital signage network, your key objectives should include deploying a suitable display technology, as well as having the right CMS platform, the optimum content and a robust business intelligence platform.

Before deploying a smarter digital signage solution, merchants should also plan their expectations, such as improving customer engagement and increasing sales. A business intelligence platform like ALP can help retailers measure non financial variables, such as ROE (Return on Experience), that have an indirect impact on the bottom line.

A centralized business intelligence platform like ALP is all about giving retailers the tools to make measurements so that they assess the impact of their content and make appropriate adjustments, such as changing the location of digital displays. It can also help with branding and messaging – with all the content delivered and data measured within ALP.

To understand a digital signage campaign ROI, look at the investment and identify the areas where you're experiencing increases, including click-through rates on a touch screen, amount of time customers spend in front of a display, dwell times in store and increases in sales of advertised products. The use of sensors like beacons, RFID tags, proximity devices, anonymous video analytics solutions with cameras, Wi-Fi devices, and other technologies to gather additional measurement data to gain further insights into the types of customer engagements you're achieving.

Actionable data, better results

Integrating your digital signage network with a business intelligence platform like ALP will help you gain a more complete view of your business and leverage the data you're collecting. By using data to get a better understanding of your customers and of what is happening on your sales floor, you can then focus on delivering the most effective messages through your digital displays.

About NEC Display Solutions of America, Inc.

NEC Display Solutions of America, Inc., a leading designer and provider of innovative displays, offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. Benefiting from the technologies of NEC Corporation and its own Research & Development, NEC produces leading-edge visual technology and customer-focused solutions for a wide variety of markets, including education, retail, transportation, broadcast, enterprise, healthcare, houses of worship, and many more. NEC is orchestrating a brighter world with the quality and reliability of its products and outstanding customer service. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at www.necdisplay.com. Follow us on our social media channels: Facebook, YouTube, Google+, Twitter and LinkedIn.

